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FEDERAL BUREAU OF INVESTIGATION

Date of transcription 12/20/94

JACK O'DWYER, Editor of JACK O'DWYER'S NEWSLETTER, was interviewed on December 15, 1994, at his office 271 Madison Avenue, Room 600, New York, New York (212) 679-2471. O'DWYER was advised of the identity of the interviewing Agents and the nature of the interview. O'DWYER provided the following information:

O'DWYER advised his contact with TOM MOSSER was limited to perhaps twice a year, usually telephonic. The contact was initiated by O'DWYER to obtain confirmation of public relations industry news such as MOSSER's company, BURSON-MARSTELLER (B-M), obtaining a new client. O'DWYER had not spoken to MOSSER since his move to YOUNG AND RUBICAM (Y&R) earlier this year. O'DWYER recalled that MOSSER was always available, even if the news to be confirmed was unfavorable to MOSSER's company. In 1989 O'DWYER videotaped an interview he conducted of MOSSER. O'DWYER noted that many television stations have been borrowing the video lately to show on their newscasts.

O'DWYER recalled MOSSER as a faceless bureaucrat, a back office executive. MOSSER was described as very straight, above board and never leaked information to the press. O'DWYER believes MOSSER was being groomed for Y&R's presidential position. O'DWYER recalled MOSSER as being a big "pitch" person, possibly having the burden of the new pitches. O'DWYER described MOSSER as a very good presenter, straight forward, with a military bearing.

O'DWYER stated that B-M is the largest public relations agency and handles controversial accounts, in many areas, to include the fur industry, gaming industry, tobacco industry, electronics industry, and Saudi Arabia. O'DWYER noted that B-M is very quiet regarding their accounts and never announce who their clients are. O'DWYER noted that MOSSER had shared the Chief Operating Officer's position with [redacted] while at B-M.

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O'DWYER estimated the circulation of his news letter to be approximately two thousand one hundred, but believes the

Investigation on 12/15/94 at New York, New York File # 149A-SF-106204-88-5-15
by SAs [redacted] /MMD/can Date dictated 12/19/94

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Continuation of FD-302 of

JACK O'DWYER, On 12/15/94, Page 2

number of readers are approximately thirty thousand. O'DWYER explained that some of his subscribers are companies who receive one copy of the news letter and route it to all employees. O'DWYER advised that this is the sixth year his news letter has been listed with Lexus Nexus.

O'DWYER provided a computer disc of his news letter subscribers and copies of his newsletters in which articles of MOSSER appeared. These are as follows: January 13, 1993 "TOM MOSSER returns to B-M/NY". MOSSER had been working for B-M in London during 1992; September 29, 1993 "B-M seeks voluntary five percent staff reduction". MOSSER is not mentioned in article; December 8, 1993 "B-M's MOSSER heads Corp. Branding at Y&R". Announcement of MOSSER's move to Y&R; December 14, 1994 "B-M TOM MOSSER is bomb victim".



Jack O'Dwyer's Newsletter

**The Inside News of
Public Relations**

**271 Madison Ave., N.Y., N.Y. 10016
(212) 679-2471. Fax: (212) 683-2750**

Jan. 13, 1993 Vol. XXVI No. 2

MS&L WINS ABBOTT HOSPITAL MARKETING.

The Corporate Hospital Marketing division of Abbott Laboratories has named the Chicago office of Manning, Selvage and Lee for PR following a competition that began last August.

MS&L and two other firms made it to the finals--Edelman PR Worldwide and Tassani PR, Chicago.

The initial field was 16 firms and included eight that were looked at on an "informal basis."

This was cut to five firms including Bozell PR and Golin/Harris Communications.

The nationwide, six-figure campaign will be supervised by Kathy S. Rand, sr. VP and managing director of MS&L/ Chicago.

The presentation team included Rand; VP Sue Canepa and senior A/E Allison Storto.

Abbott, with sales of \$7 billion+, markets its products in 130 countries.

OSTROWSKI OF WANG TO PORTER/NOVELLI.

Helen Ostrowski, president of Wang Assocs. Health Communications, New York, will join Porter/Novelli as executive VP and head of its 25-person healthcare division Jan. 18.

Michael M. Durand, senior VP and with P/N since 1985, has been named director of its national healthcare practice.

Ostrowski, with Wang five years, was previously with PR in Science and Medicine (PRISM) three years and with Schering-Plough Corp. and American Cyanamid Co. 15 years.

She is president of the Healthcare Businesswomen's Assn.

Bob Seltzer, New York general manager, said Durand will supervise more than 40 healthcare professionals throughout P/N.

William Cox, who previously held both posts, continues as a consultant to P/N.

- Theodore G. Berk, of T.G. Berk & Co., New York, has joined Anthony M. Franco, Detroit, as president of Franco-Berk & Assocs., the New York office of Franco at 12 E. 41st st. 212/725-0070.

TOM MOSSER RETURNS TO B-M/NEW YORK.

Tom Mosser, vice chairman and joint chief operating officer/worldwide of Burson-Marsteller, who moved his office to London in early 1992, has returned to New York.

Mosser said he wanted to work more closely with president and CEO Larry Snoddon.

He also noted he will continue to spend much time in Europe on B-M business.

Mosser shares the COO/worldwide title with Thomas D. Bell Jr. of the Washington office. Bell heads the U.S., Latin America and Canada divisions while Mosser supervises the other areas.

Breakstone to Ludgate McBride

Kay Breakstone, XVP and managing director of financial relations, left B-M after 20 years to be vice chairman and COO of Ludgate McBride, New York, founded in 1992 by Ann McBride, formerly of Saatchi & Saatchi/New York and Ludgate Commun., London. Breakstone, 1981 NIRA president, is at 747 Third ave., 10017. 688-5144.

GAY/LESBIAN GROUPS NAME OA&R/D.C.

Coalition '93, a network of 19 gay and lesbian organizations that is helping gay activists to get posts in the new Clinton Administration, has given a \$60,000 contract to Ogilvy, Adams & Rinehart, Washington, D.C., to assist the Coalition in its work.

Members include the Human Rights Fund; Lambda Legal Defense and Education Fund; National Assn. of People with AIDS and the National Gay and Lesbian Task Force.

The network has received more than 2,000 resumes for jobs ranging from assistant secretary to administrators of agencies. About 50 top candidates will be chosen.

- Sara Lee Corp., Chicago, is seeking an executive director of PA via Korn Ferry/Chicago (Brad Holden). Pay is \$130,000. The post reports to Robert L. Lauer, VP, corporate affairs, and involves relations with trade and community groups and supervising the Sara Lee Foundation.



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Sept. 29, 1993 Vol. XXVI No. 38

NORPLANT OVERSEAS DRIVE TO L-S/PINNACLE.

Lobsenz-Stevens, New York, and overseas members of Pinnacle Worldwide are working on a \$1 million PR campaign to introduce Norplant, the under-the-skin birth control drug, on a worldwide basis.

L-S handled U.S. introduction of Norplant three years ago. The drug, made by the Wyeth/Ayerst Laboratories of American Home Products Corp., was then shifted to Burns McClellan, healthcare and biotechnology specialist firm.

Pinnacle, with Lobsenz-Stevens as the lead agency, pitched for the worldwide introduction against Burns McClellan and Burson-Marsteller several months ago.

Pinnacle has member firms or their branches in 45 countries. Initial roll-out will be in Europe.

AMERICAN STOCK EXCHANGE TO MAKOVSKY.

The American Stock Exchange, following an extensive selection process, named Makovsky & Co., New York, for a national PR campaign to increase Amex visibility.

Other finalists were Ketchum PR and Ruder Finn. RF handled Amex several years ago. Joan Allen joined as Amex VP-PR six months ago. Contenders estimated the program at \$200,000+ including expenses.

SAMSUNG CONSUMER ELECTRONICS TO HWH.

Samsung Electronics America named HWH PR, New York, for its line of consumer electronics products. The firm already handles Samsung Information Systems (desktop computers, printers, etc.).

The account was resigned by Geltzer & Co. because of a possible product conflict with another account--Motorola.

Also pitching Samsung were Poppe Tyson and Dunwoodie Communications.

Geltzer, meanwhile, added Emerson Radio Corp., Parsippany, N.J., for media relations. Lippert/Heilshorn & Assocs. was named for financial relations.

Also pitching were Howard J. Rubenstein Assocs., which was agency of record, and Dunwoodie. Steve Hoechster is A/S.

B-M SEEKS VOLUNTARY 5% STAFF REDUCTION.

Burson-Marsteller is offering an enhanced benefit plan to induce 5% of its 1,000 U.S. employees to resign by Sept. 30.

Employees with more than 10 years of service will receive 150% of normal retirement benefits. Regular separation pay includes one month of pay for the first two years and one week per year thereafter. Those with less than ten years will get 125% of the benefits.

There are also medical benefit options depending on whether the employee takes severance pay in a lump sum.

Larry E. Snoddon, president/CEO, said various separation plans are being offered for the 1,000 B-M employees abroad. The goal there is also a 5% reduction.

He said that fee income for B-M in 1993 will be about the same as the \$203 million reported for 1992.

Twenty to 25 staffers are expected to leave B-M/New York, which employs 550 (100 in corporate). In the past 18 months, London staff has been cut from 225 to 125 and staff in Germany from 90 to 65.

SHANDWICK, RUBIN WIN TURKS & CAICOS ISLES.

The government of the Turks and Caicos Islands, British West Indies, named Shandwick Consultants and Bruce Rubin Assocs., Miami, for a worldwide program to promote the Islands as an offshore financial center. Budget is \$500,000.

Rubin is not part of Shandwick but was brought in because of its Latin American experience. Rubin is handling the U.S. and South America. Shandwick/London will coordinate the entire account.

● Mark Cowan, chairman and CEO of The Jefferson Group, Washington, D.C., was dismissed by the board last week. Bob Carlstrom, president and co-founder, was elected to succeed Cowan, who said he was shocked by the move. He said TJG was "doing well" and that his partners may have wanted a larger share of the profits. TJG grew 50% in 1992 to \$7.3 million.



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Dec. 8, 1993 Vol. XXVI No. 48

B-M'S MOSSER HEADS CORP. BRANDING AT Y&R.

Thomas J. Mosser, vice chairman, COO of Burson-Marsteller and a 25-year veteran of B-M, is joining parent Young & Rubicam Inc. as executive VP in charge of managing the corporate brand, internally and externally.

He will continue to be a consultant to B-M on client-oriented rather than administrative duties, said Larry E. Snoddon, president and CEO of B-M.

Y&R Inc. includes Young & Rubicam Advertising; B-M; Wunderman Cato Johnson, direct marketing and sales promotion; Landor, corporate identity and design, and Sudler & Hennessey, health communications. Y&R Inc., with \$1.07 billion in gross income in 1992, was ranked the No. 1 U.S.-based single agency worldwide by Advertising Age. Holding companies such as WPP Group, Omnicom, etc., are ranked separately. WCJ, grossing \$157 million, is the largest direct marketing firm.

Mosser, who joins Y&R Dec. 13, has shared the vice chairman/COO title with Thomas D. Bell Jr., Washington, D.C. Mosser heads New York and Europe and Bell the rest of the world.

Will Work with McGowan

Mosser will work closely with Richard McGowan, senior VP and director of corporate communications, Y&R Inc.

Y&R chairman and CEO Alex Kroll told staffers that the new XVP will be responsible for "managing our corporate brand, working with all our lines of business and a special strategy committee of the board." Mosser joined B-M in 1969 after being a writer for the Associated Press and serving in the U.S. Navy.

HAYDEN TO BOZELL PR/NY AS MARKETING HEAD.

Donna-Ann P. Hayden, senior VP-alternative media, Grybauskas Beatrice, New York ad agency, to Bozell PR/New York as senior VP-consumer marketing. Joan Walker, president, Bozell PR/New York, said Hayden will head programs for Chrysler, Vanity Fair, Childhelp, OTB and other clients.

INFO HIGHWAY IS PR OPPORTUNITY--EDELMAN.

The developing "information highway" linking TV, telephones, databanks and other services, is a potential gold mine for PR firms, says Richard Edelman, president and COO, Edelman PR Worldwide.

Addressing a meeting in New York last week of Edelman executives from throughout the world, he said that getting consumers to take a "spin on the information highway" will be a selling job that PR can do the best.

PR can provide the sophisticated knowledge necessary to use the system, he said.

Advertising, on the other hand, does better at appealing to emotions, he added.

Clutter Will Increase

The availability of 500 TV channels will make clutter a greater problem than ever for advertisers, he continued, saying PR can make their programs stand out and also supply additional programming.

He sees regional newspapers as becoming more important. Such papers as the Boston Globe and Dallas Morning News will be online and available day-of-publication, coast-to-coast, he noted.

The information highway will have an almost unlimited number of sponsorship opportunities so that PR firms will be able to mix and match programs to promote the aims of their clients, he said.

PASTER RETURNS TO H&K AS CEO.

Howard Paster, former head of the Washington, D.C., office of Hill and Knowlton, who resigned last month as Assistant to President Clinton for Legislative Affairs, will rejoin H&K Jan. 1 as chairman, CEO and chairman of the executive committee.

Paster, 48, had been paid \$442,320 by H&K in 1992, according to White House disclosure statements. This included \$287,377 from the Timmons & Co. lobbying unit and \$154,943 from H&K itself. He will have offices in Washington and New York.

Thomas E. Eidson continues as president and CEO, H&K/U.S. Thomas Hoog continues as GM of H&K/D.C. and chairman, H&K PA.



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Dec. 14, 1994 Vol. XXVII No. 49

SHANDWICK PA FORMED IN D.C.

Shandwick, the largest independent PR operation, has formed Shandwick Public Affairs in Washington, D.C., the first operating company to bear the Shandwick name in the U.S.

Shandwick units typically keep their own names although the Shandwick name is used for operating companies in the U.K.

The new office starts with the combined PA/PR business of two existing D.C.-based units--Dorf & Stanton's D.C. office and Henry J. Kaufman & Assocs.

Co-managing the initial staff of more than 20 are Peter Segall, president, and Allen Finch, CEO.

Segall is a lawyer with 20 years' D.C. issue-management experience and Finch is a ten-year veteran of Capitol Hill and longtime aide to Senator Charles Grasseley (R-Iowa).

Shandwick PA will move downtown to accommodate "significant expansion" in the coming months, said Larry Kaplan, Shandwick regional director.

Kaufman's advertising and marketing-communications business will continue to operate out of its D.C. office under Michael Carberry, CEO.

Shandwick, with 85 offices and 1,800 people, is putting increased emphasis on its PA resources in such capitals as D.C., London, Brussels, Tokyo and Hong Kong.

ADKINS TO DORF & STANTON/HEALTHCARE.

Barry Adkins, VP of Edelman Medical Communications, joined Dorf & Stanton Communications, New York, as senior VP and director of the Healthcare division.

D&S has clients in managed care, pharmaceuticals, biotechnology, diagnostics, and medical devices. It also handles hospitals and healthcare groups.

Adkins will also work with senior VP Linda Recupero on consumer health products and services, said CEO Alex Stanton.

Adkins managed several pharmaceutical accounts at Edelman and headed the biotechnology and new business units.

B-M VETERAN TOM MOSSER IS BOMB VICTIM.

The PR and advertising worlds this week mourned the death of veteran executive Thomas J. Mosser, 50, who on Dec. 10 became the latest victim of a "mad bomber" who has killed two others and wounded 23.

"Tom's death is a great personal tragedy to me," said Burson-Marsteller founder Harold Burson.

"He was one of my closest associates for 25 years. His contribution to B-M was enormous. My heart goes out to his wife Susan and his children," said Burson.

Mosser, a B-M employee from 1969-93, rising to vice chairman, joined parent Young & Rubicam in late 1993 and two weeks ago was named general manager of the ad agency. He was killed in his home in North Caldwell, N.J., when he opened a mail bomb.

The New York Times noted a connection between the bomber's victims and executives featured in the Times.

At least three other victims were portrayed as leaders in their fields by the Times, the paper said.

Mosser married Susan Feddyck, who was a PR pro at B-M, 14 years ago. He had two children by his first marriage and two by his second including a one-year-old.

ROWLAND WINS MOBIL CUSTOMER SERVICE PLAN.

Mobil Oil named The Rowland Co. for a possible national program showing the company's dedication to customer service.

Oil companies in recent years have put the burden for service on customers, who pump their own gas, wipe windshields, etc.

No details were available. Test marketing has begun and the program may roll out to the 8,000 Mobil stations. Also competing were Golin/Harris and Porter/Novelli. P/N continues on other Mobil assignments.

● Nikon Photo and Eyeware PR accounts to Roundhouse PR, White Plains, N.Y., which has handled the Nikon Instrument Group six years. Ilene Semiatin heads the firm. Gillian Mines, ex-Marilyn Evins Ltd., will supervise the \$100,000+ account.

1993 PR FEE INCOME OF 50 FIRMS SUPPLYING DOCUMENTATION TO O'DWYER'S DIRECTORY OF PUBLIC RELATIONS FIRMS

(A) means ad agency related

<u>Firm</u>	<u>1993 Net Fees</u>	<u>Employees</u>	<u>% Fee Change from 1992</u>
1. Burson-Marsteller (A)	\$192,491,000	1,739	-5.5
2. Shandwick	151,800,000	1,808	-8.6
3. Hill and Knowlton (A)	146,767,000	1,281	-8.0
4. Omnicom PR Network (A)	85,852,418	1,157	+31.0
5. Fleishman-Hillard	69,518,000	703	+18.5
6. Edelman PR Worldwide	63,351,064	745	+5.91
7. Ketchum Public Relations (A)	50,100,000	432	+9.9
8. The Rowland Co. (A)	38,000,000	391	-13.6
9. Robinson Lake/Sawyer Miller/Bozell (A)	37,600,000	235	+14.0
10. Manning, Selvage & Lee (A)	31,321,000	290	-0.3
11. Ogilvy Adams & Rinehart (A)	30,105,000	285	-16.7
12. Ruder Finn	27,162,219	256	+ 0.3
13. GCI Group (A)	26,397,716	353	-6.0
14. Cohn & Wolfe (A)	14,093,000	117	-0.89
15. Financial Relations Board	12,485,452	141	+21.6
16. Powell Tate	9,605,817	73	+9.2
17. Gibbs & Soell	8,453,726	90	-4.3
18. Stoorza, Ziegau & Metzger	8,193,940	113	+15.7
19. Cunningham Communication	8,086,970	84	+15.5
20. Morgen-Walke Assocs.	7,485,958	71	+35.4
21. The Jefferson Group	7,424,423	53	+0.5
22. The Kamber Group	7,338,723	84	-1.0
23. E. Bruce Harrison Co.	6,550,991	58	+12.4
24. Dix & Eaton	6,478,338	57	+20.76
25. Nelson Comms. Group & Nelson, Robb, DuVal & DeMenna	5,479,230	45	+40.4
26. Earle Palmer Brown Cos. (A)	5,440,849	50	-27.4
27. Pacific/West Communications Group	5,309,440	38	+39.0
28. MWW/Strategic Communications	5,169,951	53	+59.5
29. Dewe Rogerson	5,148,000	42	+38.0
30. EvansGroup PR Division (A)	5,067,782	40	+70.0
31. The Weber Group	5,005,570	63	+9.5
32. Padilla Speer Beardsley	4,804,485	55	-6.0
33. Copithorne & Bellows	4,683,875	35	+35.3
34. S&S Public Relations	4,245,000	45	+5.3
35. Anthony M. Franco	4,200,000	50	-16.8
36. Makovsky & Co.	4,125,000	42	+35.8
37. The Rockey Company	4,032,086	43	-16.2
38. Cone Communications	4,012,011	37	+22.0
39. Public Communications	3,855,327	44	-5.9
40. Jasculca/Terman & Assocs.	3,818,128	36	-7.7
41. Dye, Van Mol & Lawrence	3,803,700	64	+2.4
42. Morgan & Myers	3,748,718	59	+8.5
43. Lobsenz-Stevens	3,698,450	43	+9.6
44. Watt, Roop & Co.	3,628,779	24	+43.5
45. KCSA PR	3,356,000	34	+0.3
46. Dennis Davidson Assocs.	3,355,828	50	-7.0
47. Bader Rutter & Assocs. (A)	3,353,600	43	+7.3
48. Gross Townsend Frank Hoffman (A)	3,327,864	29	-2.0
49. Taylor-Rafferty Assocs.	3,278,774	18	+15.0
50. Edward Howard & Co.	3,193,190	35	-16.3

PR OPERATIONS ASSOCIATED WITH AD AGENCIES DOCUMENTING FEES

Firm	1993 Fees	Empl.	% Fee Change	Firm	1993 Fees	Empl.	% Fee Change
1. Burson-Marsteller	\$192,491,000	1,739	-5.5	17. Charles Ryan Assocs.	\$2,169,451	28	-5.53
2. Hill and Knowlton	140,000,000	1,202	-5.0	18. CMF&Z PR	2,037,150	20	-2.69
3. Omnicom PR Network	85,852,418	1,157	+31.0	19. Price McNabb PR	2,008,091	15	+4.0
4. Ketchum Public Relations	50,100,000	432	+9.9	20. Ayer Public Relations	1,970,717	20	+5.8
5. The Rowland Co.	38,000,000	391	-13.6	21. Brouillard Comms. PR	1,936,000	15	-9.2
6. Robinson Lake/Sawyer Miller	37,600,000	235	+14.0	22. Boasberg Valentine-Radford	1,719,737	18	-8.17
7. Manning, Selvage & Lee	31,321,000	290	-0.3	23. Proconsul Div. of Jayme Org.	1,381,720	15	-0.8
8. Ogilvy Adams & Rinehart	30,105,000	285	-16.7	24. Gillespie	1,041,353	11	N.L.
9. GCI Group	26,397,716	353	-6.0	25. McKinney PR	1,025,975	11	-11.4
10. Cohn & Wolfe	14,093,000	117	-0.89	26. Collins & Co.	905,661	10	+28.9
11. Earle Palmer Brown Cos.	5,440,849	50	-27.4	27. Cranford Johnson Robinson	863,710	13	-4.3
12. EvansGroup PR Division	5,067,782	40	+70.0	28. BBK	853,254	8	+70.6
13. Bader Rutter & Assocs.	3,353,600	43	+7.3	29. Dudnyk PR	777,000	5	-18.0
14. Gross Townsend Frank Hoffman	3,327,864	29	-2.0	30. Levenson Public Relations	707,186	21	+48.8
15. Clarke & Co.	3,111,999	33	-11.0	31. The Zimmerman Agency	689,673	12	+27.0
16. Publicis/Bloom	2,311,000	20	+8.1	32. Hadelier White PR	142,128	3	N.L.

LARGEST PR OPERATIONS, U.S. FEES ONLY

Firm	1993 Net Fees	Empl.	Total Fees
1. Burson-Marsteller	\$99,000,297	706	\$192,491,000
2. Hill and Knowlton	76,187,000	519	146,767,000
3. Shandwick	75,600,000	810	151,800,000
4. Fleishman-Hillard	65,183,000	608	69,518,000
5. Edelman PR Worldwide	43,383,580	460	63,351,064
6. Ketchum Public Relations	41,300,000	340	50,100,000
7. Robinson Lake/Sawyer Miller/Bozell	37,600,000	235	37,600,000
8. Omnicom PR Network	32,227,130	376	85,852,418
9. Ogilvy Adams & Rinehart	26,100,000	239	30,105,000
10. Ruder Finn	25,602,753	250	27,162,219
11. Manning, Selvage & Lee	22,878,000	170	31,321,000
12. The Rowland Co.	13,335,000	123	38,000,000
13. GCI Group	12,788,565	140	26,397,716
14. Financial Relations Board	12,485,452	141	12,485,452
15. Cohn & Wolfe	11,366,135	82	14,093,000

WORLDWIDE PR FIRM HOLDINGS BY A SINGLE CORPORATION

Firm	1993 Net Fees	Empl.
1. Young & Rubicam PR subsidiaries including Burson-Marsteller and Cohn & Wolfe	\$206,584,000	1,856
2. WPP Group, including Hill and Knowlton, Ogilvy Adams & Rinehart and Ogilvy & Mather Int'l PR Units	202,681,000	1,724
3. Shandwick	151,800,000	1,808
4. Omnicom PR Network led by Porter/Novelli	85,852,433	987
5. Euro RSCG including Creamer Dickson Basford	62,562,000	656
6. Saatchi & Saatchi including The Rowland Co.	38,000,000	391
7. Grey Advertising including GCI Group and Gross Townsend Frank Hoffman	29,725,580	382

CITY AND REGIONAL FIRMS SUBMITTING DOCUMENTATION TO THE DIR.

NEW YORK

Firm	1993 Fee Income	Empl.
1. Burson-Marsteller	\$46,753,176	569
2. Robinson Lake/Sawyer Miller/Bozell	22,700,000	140
3. Hill and Knowlton	20,800,000	158
4. Ruder Finn	19,766,280	195
5. Edelman PR Worldwide	17,313,286	154
6. Ogilvy Adams & Rinehart	14,204,000	139
7. Ketchum Public Relations	12,500,000	107
8. Porter/Novelli of Omnicom	9,389,000	78
9. The Rowland Co.	8,900,000	81
10. Manning, Selvage & Lee	8,343,000	64
11. Fleishman-Hillard	7,754,000	66
12. Morgen-Walke Assocs.	7,485,958	71
13. Dorf & Stanton of Shandwick ...	6,350,000	66
14. Cohn & Wolfe	6,168,421	44
15. GCI Group	5,331,655	61
16. Dewe Rogerson	5,148,000	42
17. Makovsky & Co.	4,125,000	42
18. Gibbs & Soell	4,028,048	46
19. Lobsenz-Stevens	3,698,450	43
20. Financial Relations Board	3,462,911	32
21. KCSA Public Relations	3,356,000	34
22. Gross Townsend Frank Hoffman .	3,327,864	29
23. Taylor-Rafferty Assocs.	3,278,774	18
24. Noonan/Russo Communications	2,853,995	20
25. DeVries PR	2,783,960	30
26. Dan Klores Assocs.	2,727,983	24
27. Lou Hammond & Associates	2,625,909	30
28. Cairns and Assocs.	2,589,849	27

NEW YORK (continued)

Firm	1993 Fee Income	Empl.
29. Wang Associates	\$2,440,892	20
30. M Booth & Assocs.	2,390,940	28
31. M. Silver Assocs.	2,308,668	26
32. Alan Taylor Communications	2,045,824	22
33. Ayer Public Relations	1,970,717	18
34. Patrice Tanaka & Co.	1,958,000	19
35. Porter, LeVay & Rose	1,945,771	15
36. Brouillard Communications	1,936,000	15
37. Golin/Harris of Shandwick	1,927,000	23
38. Middleton & Gendron	1,859,776	19
39. Sumner Rider & Assocs.	1,499,608	14
40. NCI PR	1,451,000	12
41. Earle Palmer Brown	1,336,714	12
42. Kovak Thomas PR	1,282,163	14
43. Trimedia	1,275,000	12
44. Cooney/Waters Group	1,178,007	8
45. Donley Communs. Corp.	1,164,420	9
46. Molino + Assocs.	1,104,526	11
47. Middleberg & Assocs.	1,009,998	12
48. G + A Communications	953,600	15
49. Padilla Speer Beardsley	910,073	7
50. Aronow & Pollock	782,727	4
51. Publicis/Bloom	530,000	5
52. Davies & Murray	417,000	2
53. Lapin East	347,835	5
54. The Kamber Group	300,000	4
55. The Lund Group	141,432	1

CHICAGO

Firm	1993 Fee Income	Empl.
1. Burson-Marsteller	\$11,855,839	92
2. Golin/Harris of Shandwick	11,392,000	126
3. Edelman PR Worldwide	10,619,341	158
4. Financial Relations Board	7,097,480	93
5. Robinson Lake/Sawyer Miller/Bozell	4,700,000	35
6. S&S Public Relations	4,245,000	44
7. Jasculca/Terman & Assocs.	3,818,128	36
8. Hill and Knowlton	3,360,000	32
9. Ruder Finn	3,050,747	24
10. Public Communications	2,885,629	31
11. Selz, Seabolt & Assocs.	2,591,660	32
12. Manning, Selvage & Lee	2,471,000	20
13. Ogilvy Adams & Rinehart	2,279,000	18
14. Aaron D. Cushman and Assocs. .	2,115,264	33
15. Ketchum Public Relations	2,100,000	21
16. Gibbs & Soell	2,089,100	22
17. Porter/Novelli (Omnicom)	1,857,000	15
18. L.C. Williams & Assocs.	1,751,189	19
19. Fleishman-Hillard	1,458,000	16
20. Dragonette	1,356,391	16
21. Cohn & Wolfe	1,258,301	9
22. Posner, McGrath	920,530	6
23. Investor Relations Co.	815,564	10
24. Minkus & Dunne	800,000	14
25. Kendrick Communications	670,641	8
26. Slack Myers & Barshinger	492,833	6
27. McKinney Public Relations	142,073	3

LOS ANGELES and SOUTHERN CALIFORNIA

Firm	1993 Fee Income	Empl.
1. Rogers & Cowan of Shandwick ...	\$9,000,000	89
2. Hill and Knowlton	7,290,000	51
3. Manning, Selvage & Lee	6,918,000	48
4. Stoorza Ziegau Metzger, L.A. and San Diego	6,248,378	100
5. Golin/Harris of Shandwick	5,557,000	49
6. Fleishman-Hillard	5,503,000	55
7. Pacific/West Comms. Group	5,309,440	38
8. Burson-Marsteller	4,224,020	34
9. Edelman PR Worldwide	3,668,972	26
10. Nelson Comms., Irvine & San Diego	3,225,235	46
11. Ketchum Public Relations	3,000,000	19
12. Cerrell Assocs.	2,834,594	30
13. Paine & Assocs., Costa Mesa	2,741,339	31
14. Rogers & Assocs.	2,560,684	30
15. The Bohle Co.	2,556,219	28
16. GCI Group	2,457,262	27
17. Porter/Novelli of Omnicom	2,212,000	19
18. Dennis Davidson Assocs.	1,757,460	25
19. The Gable Agency, San Diego ...	1,548,066	18
20. The Rowland Co.	1,500,000	10
21. Casey & Sayre	1,451,804	12
22. Financial Relations Board	1,124,208	8
23. South Coast Group, Tustin	1,080,520	14
24. Ruder Finn	879,857	15
25. Valencia, Maldonado, Pasadena .	757,585	12
26. Lapin/West	667,051	25
27. The Londre Co.	618,217	9
28. Ogilvy Adams & Rinehart	551,000	6

CITY/REGIONAL RANKING OF FIRMS SUBMITTING DOCUMENTATION TO THE DIR.

WASHINGTON, D.C. AREA

Firm	1993 Fee Income	Empl.
1. Burson-Marsteller	\$30,480,066	164
2. Hill and Knowlton	21,000,000	119
3. Fleishman-Hillard	12,393,000	101
4. Robinson Lake/Sawyer Miller/Bozell ..	9,800,000	55
5. Powell Tate	9,605,817	73
6. Ogilvy Adams & Rinehart	9,066,000	91
7. The Jefferson Group	7,424,423	55
8. Ketchum PR	7,300,000	60
9. The Kamber Group	7,038,723	80
10. E. Bruce Harrison Co.	6,550,991	58
11. Porter/Novelli of Omnicom	6,480,000	60
12. Edelman PR Worldwide	5,289,352	52
13. GCI Group (APCO Assocs.)	4,999,646	52
14. Kaufman PR of Shandwick	2,800,000	29
15. Smith & Harroff	2,684,102	16
16. Adams Sandler of Shandwick	2,480,000	29
17. Capitoline Int'l Group*	2,100,000	22
18. Ryan-McGinn	1,945,000	12
19. Hager Sharp	1,912,147	20
20. Dorf & Stanton of Shandwick	1,300,000	9
21. Manning, Selvage & Lee*	1,221,000	7
22. Ruder Finn	1,032,005	15
23. Earle Palmer-Brown	812,792	12
24. Stephen K. Cook & Co.	450,000	6
25. Nelson Communications	190,052	2

*Capitoline Int'l Group and Manning, Selvage & Lee/D.C. merged eff. 1/1/94

BOSTON

1. The Weber Group	\$5,005,570	63
2. Brodeur & Partners	4,703,000	55
3. Cone Communications	4,012,011	37
4. Miller Comms. of Shandwick	4,000,000	44
5. Clarke & Co.	3,111,999	33
6. Cunningham Communication	3,080,169	29
7. Copithorne & Bellows	1,917,302	13
8. BBK	853,254	7
9. Robinson Lake/Sawyer Miller/Bozell ..	400,000	5
10. Ruder Finn	368,436	4

NEW JERSEY

1. MWW/Strategic Comms., River Edge .	\$5,169,951	53
2. MCS, Summit	2,300,568	18
3. Gillespie, Princeton	1,041,353	11
4. Davis, Hays & Co., Maywood	711,452	8
5. CN Communs. Int'l, Rahway	582,750	16

PHILADELPHIA

1. Earle Palmer Brown PR*	\$3,605,748	32
2. Golin/Harris of Shandwick	892,000	12
3. Dudnyk PR	777,000	7
4. McKinney PR	358,806	2

*Includes Ketchum PR acquired 2/28/94

PITTSBURGH

Firm	1993 Fee Income	Empl.
1. Ketchum Public Relations	\$4,300,000	40
2. Burson-Marsteller	2,408,108	21

ATLANTA

1. Cohn & Wolfe	\$3,939,413	29
2. Ketchum Public Relations	3,100,000	29
3. Manning, Selvage & Lee	2,575,000	17
4. Fleishman-Hillard	2,146,000	35
5. Hill and Knowlton	1,980,000	23

SOUTHEAST

1. Dye, Van Mol & Lawrence, Nashville .	\$3,803,700	64
2. Charles Ryan Assocs., Charleston	2,169,435	31
3. Price-McNabb, Asheville, N.C.	2,008,091	15
4. Earle Palmer Brown, Richmond, Va. ..	1,785,595	15
5. Wenz-Neely of Shandwick, Louisville .	1,715,000	24
6. Jack Guthrie & Assocs., Louisville ...	1,448,220	18
7. Gibbs & Soell, Raleigh, N.C.	1,113,262	10
8. Ruder Finn, Raleigh	505,428	4

FLORIDA

1. Burson-Marsteller, Miami	\$1,745,223	14
2. Bruce Rubin Assocs., Miami	1,434,436	18
3. Wragg & Casas PR, Miami	1,258,221	10
4. Hank Meyer Assocs., Miami	1,126,069	18
5. Hill and Knowlton, Tampa	1,000,000	9
6. Public Communications, Tampa	969,698	13
7. Zimmerman Agency, Tallahassee	689,673	15
8. Pantin Partnership, Miami	650,407	6
9. Fleishman-Hillard, Miami	312,000	4
10. Ketchum PR, Miami	200,000	5

DETROIT

1. Anthony M. Franco	\$4,200,000	50
2. Manning, Selvage & Lee	1,350,000	14

OHIO

1. Dix & Eaton, Cleveland	\$6,478,338	57
2. Watt, Roop & Co., Cleveland	3,628,779	24
3. Edward Howard & Co., Cleveland	3,193,190	35
4. William Silverman & Co., Cleveland ..	2,802,840	23
5. Funk/Luetke, Toledo	1,554,091	21
6. Proconsul Div. of J&J Organization, Cleveland	1,381,720	15
7. McKinney PR, Cleveland	525,096	6

Continued on page A21

CITY/REGIONAL RANKING OF FIRMS *continued*

MIDWEST CITIES

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. Mona Meyer McGrath & Gavin of Shandwick, Minneapolis	\$8,020,000	98
2. Fleishman-Hillard, Kansas City, Mo. . .	5,209,000	60
3. Padilla Speer Beardsley, Minneapolis/St. Paul	3,894,412	48
4. Morgan & Myers, Milwaukee	3,748,718	59
5. Bader Rutter & Assocs., Milwaukee ..	3,353,600	43
6. CMF&Z PR, Cedar Rapids, Iowa	2,037,150	20
7. Boasberg Valentine-Radford, Kansas City, Mo.	1,719,737	18
8. Rowland Co., Minneapolis/St. Paul ..	1,700,000	15
9. Gilbert, Christopher & Assocs., Kansas City	1,373,958	17
10. Communications Concepts Unlimited, Racine, Wis.	1,354,811	12
11. Cranford Johnson Robinson Woods, Little Rock, Ark.	863,710	13

ST. LOUIS

1. Fleishman-Hillard	\$29,953,000	262
2. Dorf & Stanton of Shandwick	1,700,000	17

DALLAS

1. Edelman PR Worldwide	\$1,871,522	23
2. Publicis/Bloom	1,801,000	16
3. Meltzer & Martin	910,570	10
4. Ketchum PR	800,000	5
5. Levenson PR	707,186	15
6. EvansGroup PR	210,000	2
7. Hadeler White PR	142,128	3

HOUSTON

1. Edelman PR Worldwide	\$1,236,430	12
2. Hill and Knowlton	850,000	6
3. Gibbs & Soell	551,504	5
4. Fleishman-Hillard	171,000	3

WESTERN CITIES

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. EvansGroup PR, Seattle	\$4,120,895	30
2. The Rockey Co., Seattle	3,545,000	37
3. Stoorza, Ziegau & Metzger, Sacramento	1,945,562	13
4. Elgin Syferd of Omnicom, Seattle ...	1,873,000	17
5. Nelson Comms. Group, Sacramento	1,110,588	10
6. Carl Thompson, Boulder, Colo.	970,961	10
7. Nelson, Robb; DuVal & DeMenna, Phoenix	950,166	8
8. Communication Northwest, Seattle ..	948,260	10
9. Schenkein/Sherman, Denver	853,954	15
10. EvansGroup PR, Salt Lake City	419,759	4
11. The Rockey Co., Spokane	300,000	3
12. The Rockey Co., Portland	200,000	3
13. EvansGroup PR, Denver	85,147	2
14. EvansGroup PR, Phoenix	71,508	2

SAN FRANCISCO

1. Ketchum Public Relations	\$6,300,000	54
2. Hi-Tech PR of Shandwick	6,051,000	48
3. Edelman Public Relations Worldwide	1,926,266	28
4. Copithorne & Bellows	1,829,560	22
5. Kamen/Singer & Assocs.	1,591,854	8
6. Burson-Marsteller	1,533,865	13
7. White Cromer of Omnicom	1,505,000	18
8. Solem Assocs.	1,152,411	15
9. Access of Shandwick	1,040,000	12
10. Hill and Knowlton	850,000	8
11. Financial Relations Board	800,851	8
12. EvansGroup PR	160,474	4

SILICON VALLEY

1. Cunningham Comm., Santa Clara	\$5,006,801	55
2. Miller Comms. of Shandwick	3,800,000	32
3. PRx, San Jose	2,070,943	24
4. Thomas Assocs., Menlo Park	1,832,504	16
5. Hill and Knowlton, Santa Clara	1,500,000	11
6. Franson, Hagerty, Palo Alto	1,310,000	8
7. Copithorne & Bellows, Mtn. View	937,018	8
8. Edelman PR Worldwide, Mtn. View	773,344	8
9. Gibbs & Soell, Carmel	583,984	7

1993 FEE INCOME OF PR FIRMS ACCORDING TO AREAS OF SPECIALIZATION

Firm	1993 Net Fee Income
AGRICULTURE	
1. Gibbs & Soell	\$4,196,000
2. Shandwick	3,317,000
3. Fleishman-Hillard	3,036,000
4. Bader Rutter & Assocs.	2,616,745
5. Morgan & Myers	2,479,530
6. Burson-Marsteller	1,444,000
7. Ogilvy Adams & Rinehart	1,400,000
8. CMF&Z PR	1,062,811
9. Edelman PR Worldwide	440,776
10. Boasberg Valentine-Radford	427,412
11. Lobsenz-Stevens	300,000

BEAUTY/FASHION	
1. The Rowland Co.	\$5,000,000
2. Shandwick	4,362,000
3. Burson-Marsteller	2,887,000
4. Cairns & Assocs.	2,589,849
5. Fleishman-Hillard	2,564,000
6. DeVries PR	2,437,782
7. Porter/Novelli (Omnicom)	1,532,000
8. Manning, Selvage & Lee	1,475,000
9. Edelman PR Worldwide	1,374,662
10. Ayer Public Relations	1,200,000
11. Cone Communications	646,000
12. M Booth & Assocs.	575,951
13. Ruder Finn	400,000
14. Cohn & Wolfe	350,000
15. Patrice Tanaka & Co.	233,300

ENTERTAINMENT/CULTURAL	
1. Shandwick	\$13,299,000
2. Ruder Finn	4,000,000
3. Dennis Davidson Assocs.	3,555,828
4. Edelman PR Worldwide	2,502,575
5. Manning, Selvage & Lee	2,092,000
6. The Rowland Co.	2,000,000
7. Burson-Marsteller	1,886,000
8. Fleishman-Hillard	1,442,000
9. Cone Communications	1,004,000
10. Cohn & Wolfe	769,000
11. Ogilvy Adams & Rinehart	750,000
12. Aaron D. Cushman and Assocs.	550,000
13. Lapin East/West	346,517

ENVIRONMENTAL	
1. Burson-Marsteller	\$17,959,000
2. Ketchum Public Relations	15,300,000
3. Fleishman-Hillard	9,125,000
4. Shandwick	6,689,000
5. E. Bruce Harrison Co.	6,550,991
6. Edelman PR Worldwide	5,501,677
7. The Rowland Co.	5,000,000
8. Pacific/West Comms.	4,869,481
9. Ruder Finn	3,000,000
10. Ogilvy Adams & Rinehart	2,800,000
11. Manning, Selvage & Lee	1,196,000
12. Cerrell Assocs.	872,858
13. MWW/Strategic Comms.	748,391

Firm	1993 Net Fee Income
14. Porter/Novelli (Omnicom)	\$406,000
15. CMF&Z PR	323,567
16. Cone Communications	275,000
17. Cohn & Wolfe	250,000
18. Bader Rutter	225,000
19. Makovsky & Co.	129,000
20. Slack Myers & Barshinger	110,000
21. PRx	105,598
22. Morgan & Myers	85,676

FINANCIAL PR/INVESTOR RELATIONS	
1. Burson-Marsteller	\$25,043,000
2. Fleishman-Hillard	17,973,000
3. Shandwick	15,363,000
4. Ogilvy Adams & Rinehart	13,600,000
5. Financial Relations Board	12,485,452
6. Edelman PR Worldwide	11,150,632
7. Morgen-Walke	7,485,958
8. The Rowland Co.	6,500,000
9. Dewe Rogerson	5,148,000
10. Ruder Finn	4,500,000
11. Manning, Selvage & Lee	4,310,000
12. Ketchum Public Relations	4,200,000
13. Taylor-Rafferty Assocs.	3,278,774
14. Porter, LeVay & Rose	1,945,771
15. MWW/Strategic Comms.	1,826,198
16. KCSA Public Relations	1,760,000
17. Makovsky & Co.	1,622,000
18. Trimedia	1,200,000
19. Donley Comms. Corp.	1,164,420
20. Carl Thompson Assocs.	970,961
21. Investor Relations Co.	815,564
22. Middleberg & Assocs.	712,000
23. Selz, Seabolt & Assocs.	447,964
24. Minkus & Dunne	320,000
25. Lobsenz-Stevens	250,000
26. PRx	102,770
27. Bader Rutter & Assocs.	59,605

FOODS & BEVERAGES	
1. Burson-Marsteller	\$34,687,000
2. Shandwick	19,219,000
3. Fleishman-Hillard	14,731,000
4. Ketchum Public Relations	13,100,000
5. Edelman PR Worldwide	10,535,078
6. The Rowland Co.	6,000,000
7. Porter/Novelli (Omnicom)	3,796,000
8. EvansGroup PR Div.	3,512,404
9. Manning, Selvage & Lee	3,432,000
10. Cohn & Wolfe	2,256,000
11. Ruder Finn	1,200,000
12. Ogilvy Adams & Rinehart	1,100,000
13. Paine & Assocs.	954,945
14. Aronow & Pollock	782,727
15. Londre Co.	618,217
16. Selz, Seabolt & Assocs.	613,229
17. Morgan & Myers	569,308
18. Cone Communications	558,000
19. Aaron D. Cushman and Assocs.	500,000

FEE INCOME ACCORDING TO SPECIALTIES *Continued*

Firm		1993 Net Fee Income	Firm		1993 Net Fee Income
FOODS & BEVERAGES <i>continued</i>			HIGH-TECH <i>continued</i>		
20. MWW/Strategic Comms.		\$395,978	11. The Rowland Co.		3,500,000
21. Slack Myers & Barshinger		382,833	12. Ruder Finn		3,000,000
22. Patrice Tanaka & Co.		303,100	13. The Bohle Co.		2,088,082
23. DeVries PR		230,101	14. Thomas Assocs.		1,832,504
24. Pacific/West Comms.		120,502	15. White & Cromer (Omnicom)		1,505,000
25. M Booth & Assocs.		117,000	16. Franson, Hagerty		1,310,000
26. Lou Hammond & Assocs.		113,190	17. Makovsky & Co.		1,292,000
27. KCSA PR		105,000	18. Cohn & Wolfe		1,150,000
HEALTHCARE			19. Porter/Novelli (Omnicom)		987,000
1. Burson-Marsteller		\$39,499,000	20. Ogilvy Adams & Rinehart		750,000
2. Edelman PR Worldwide		12,643,152	21. Posner McGrath		741,769
3. Porter/Novelli (Omnicom)		12,427,000	22. MWW/Strategic Comms.		502,003
4. Shandwick		9,550,000	23. Bader Rutter & Assocs.		452,250
5. Ruder Finn		9,500,000	24. PRx		381,855
6. Ketchum Public Relations.		9,200,000	25. Middleberg & Assocs.		217,000
7. Manning, Selvage & Lee		8,137,000	26. Selz, Seabolt & Assocs.		202,632
8. The Rowland Co.		7,500,000	27. Minkus & Dunne		200,000
8. Ogilvy Adams & Rinehart		7,500,000	28. CMF&Z PR		159,295
10. Fleishman-Hillard		5,519,000	29. DeVries PR		116,077
11. Gross Townsend Frank Hoffman		3,327,864	HOME FURNISHINGS		
12. Public Comms.		2,897,180	1. Sumner Rider & Assocs.		\$550,000
13. Noonan/Russo Comms.		2,853,995	2. Lou Hammond & Assocs.		476,310
14. InterScience Comms.		2,800,000	3. Patrice Tanaka & Co.		396,200
15. Wang Associates		2,440,892	SPORTS		
16. MCS		2,300,568	1. Edelman PR Worldwide		\$3,803,287
17. Cohn & Wolfe		2,100,000	2. Cohn & Wolfe		3,050,000
18. Lobsenz-Stevens		1,500,000	3. Burson-Marsteller		2,464,000
19. Cooney/Waters Group		1,178,000	4. Manning, Selvage & Lee		2,239,000
20. Molino + Assocs.		1,104,526	5. Fleishman-Hillard		2,089,000
21. Cone Communications		1,037,000	6. Alan Taylor Comms.		2,045,824
22. Makovsky & Co.		977,000	7. Shandwick		1,829,000
23. Kovak-Thomas PR		858,201	8. The Rowland Co.		1,000,000
24. BBK		853,254	9. Lapin East/West		659,340
25. Boasberg Valentine-Radford		616,164	10. Cone Communications		492,000
26. M Booth & Assocs.		540,700	11. Selz, Seabolt & Assocs.		432,853
27. Paine & Assocs.		538,355	12. Ruder Finn		400,000
28. MWW/Strategic Comms.		517,944	13. Public Comms.		161,941
29. PRx		477,863	TRAVEL		
30. Davies & Murray		417,000	1. Shandwick		\$ 8,543,000
31. KCSA Public Relations		378,460	2. Burson-Marsteller		6,737,000
32. Bruce Rubin Assocs.		325,000	3. Fleishman-Hillard		4,953,000
33. Patrice Tanaka & Co.		302,000	4. Edelman PR Worldwide		4,166,007
34. Pacific/West Comms.		220,440	5. M. Silver Assocs.		2,308,668
35. CMF&Z PR		168,857	6. Ketchum PR		2,100,000
36. EvansGroup PR Div.		97,125	7. Lou Hammond & Assocs.		2,036,409
HIGH-TECH			8. Middleton & Gendron		1,859,776
1. Shandwick		\$29,975,000	9. Manning, Selvage & Lee		1,569,000
2. Burson-Marsteller		13,494,000	10. The Rowland Co.		1,500,000
3. Cunningham Communication		8,086,970	11. Porter/Novelli (Omnicom)		1,082,000
4. Fleishman-Hillard		8,086,000	12. Patrice Tanaka & Co.		653,900
5. Edelman PR Worldwide		7,282,527	13. Cohn & Wolfe		550,000
6. Manning, Selvage & Lee		6,411,000	14. Aaron D. Cushman		409,000
7. The Weber Group		5,005,570	15. Ruder Finn		400,000
8. Ketchum Public Relations		4,800,000	16. MWW/Strategic Comms.		197,250
9. Copithorne & Bellows		4,683,875	17. Public Comms.		131,584
10. Brodeur & Partners (Omnicom)		4,311,000			

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